TIME: 4:59
DATE: Thursday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

SPRING IS DEFINITELY HERE TO STAY. THE FLOWERS ARE BLOOMING ON THE HILL BEHIND CHAPIN HOUSE, AND SUN BATHING IS THE TREND. AS THE WEATHER KEEPS GETTING WARMER, YOU'RE GOING TO BE NEEDING MORE SLEEVELESS BLOUSES AND SUMMER SHORTS. THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS A COLLECTION OF BERMUDA SHORTS THAT'S BRIGHT, GAY, AND INEXPENSIVE. PLAIDS, CHECKS, AND SOLID COLORS OFFER A WIDE VARIETY OF CHOICE. NAME YOUR PRICE - THE SHORTS SELL FROM 3.95 TO 7.95. YOU CAN GET YOUR BLOUSES TO GO WITH THE SHORTS AT BLUE BIRD TOO - IN THE SHIP AND SHORE OR SHIRT 'N SWEET STYLES. THESE BLOUSES COME IN ALL COLORS AND SELL FROM 2.98 FOR THE SHIP AND SHORE TO 3.58 FOR THE SHIRT 'N SWEET. THE BLUE BIRD SAYS: BUY YOUR SUMMER CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET. AND DON'T FORGET THE SALE BLUE BIRD IS HAVING ON MAN-TAILORED SHIRTS WHICH HAVE BEEN MARKED DOWN FROM 3.95 TO 2.95.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

4-29-54 Wilson